

September 2020

Dear «Preferred\_First\_Name»,

Each year, Bryn Mawr's traditions remind me of how strong and vibrant our community is. This may sound strange when talking about "traditions," but in my experience, May Day did not look the same for me in 1982 as it did for my daughter in 2017, and neither of us could have predicted what it would look like for the Class of 2020. It is fitting that our traditions are, in fact, flexible because the true constant is the deep connection they create across the years.

Now more than ever, our current students need to see how joyful we are that they are joining our special community. In these challenging times, the College is working hard to support our students, and as alumnae/i, parents, and friends, we need to step up to take care of them too. For this reason, we are extending the *Defy Expectation* Campaign for an additional year, with a focus on The Bryn Mawr Fund as the College's most important funding priority.

I will admit that, even as I gave each year, I may have been taking The Bryn Mawr Fund for granted. In recent months, I have been reminded anew about The Bryn Mawr Fund's critical role in providing the College with a reliable revenue source that bolsters, protects, and secures every element of the student experience. Our annual support of The Bryn Mawr Fund is in effect a de facto emergency fund in that it enables the College to adapt to a given moment.

This is surely one of those moments – from the operational tasks of helping the College to purchase Bluetooth microphones and technology kits to facilitate hybrid in-person and virtual learning to the transformative role of providing aid for students and families who are facing new and increased financial burdens, The Bryn Mawr Fund allows the College to adjust to unanticipated expenses *and* support the "normal" annual costs for educating our students.

I am asking you, if you can, to help me secure a strong Bryn Mawr Fund this year, and every year, to sustain our beloved community. Your help in consistently achieving a record of more than \$6 million annually to The Bryn Mawr Fund during the Campaign's public phase is why I know I can rely on you.

I was so proud to share with you in December that we surpassed our minimum goal for *Defy Expectation*. Now, nine months later, I am struck by how much has changed and how much more important the work we did on the Campaign to secure a thriving future for Bryn Mawr has become. In the face of so much change, the faculty and staff are deeply committed to fulfilling our educational mission – a mission that donors to the *Defy Expectation* Campaign have helped to carry forward and The Bryn Mawr Fund will help to sustain.

*Over, please*

With your gift, you will be joining me in another longstanding Bryn Mawr tradition I am proud to be a part of – helping our students get to where they want to be. In supporting their dreams and aspirations through The Bryn Mawr Fund, we can help the next generation of alumnae/i make a difference in this ever-changing world.

Thank you.

Warmly,

A handwritten signature in black ink, appearing to read "D. Hurley". The signature is fluid and cursive, with a large initial "D" and a stylized "H".

Denise Hurley '82, P'17

Board of Trustees Vice Chair

*Defy Expectation* Campaign Chair